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Digital Folklore Project 2014

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## #NotYourMascot

DFP 2014

*Utah State University*

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**CANDIDATE 5: #NotYourMascot: Native American critique of sports mascots; includes the related #ChangeTheName and #ProudToBe**

#NotYourMascot began as a criticism of sports team mascots involving Native Americans, which many viewed as disparaging and racist. The hashtag first appeared in February 2014. Primary objections were directed toward the Atlanta Braves and Washington Redskins. This dynamic digital folklore manifested as hashtags, memes, videos, and YouTube responses. A related hashtag is #ChangeTheName, as well as #ProudToBe. Additional grass roots efforts include organizations like *Change The Mascot*, which is a national campaign to ban the racial slur “red skins” in professional football. The issue has been a concern as far back as early 1968, but the 2014 hashtag gave members of this folk group the ability to digitally raise the stakes. Examples of this trend include: #ChangeTheName, #NotYourMascot, #ProudToBe.

- 1. Dynamic variation.** #NotYourMascot spread from Twitter, to YouTube, to FaceBook, and into various memes. The various multi-media examples illustrate dynamic variation. Native Americans used this hashtag during protests at sporting events.
- 2. Folkloric.** The hashtag is a dynamic form of folklore started by the “folk” to tie together ideas, complaints, and experiences in a way that allows sharing and community through a collective form.
- 3. Grassroots.** This hashtag is reflective of the larger grassroots movements of crowdsourcing for online and digital activism throughout 2014.
- 4. Persistent over time.** This trend is ongoing; it shows all indications of continuing as an active hashtag until these cultural concerns are addressed.
- 5. Culturally significant.** While this trend applies specifically to Native Americans, we feel the importance of this hashtag is in its power to bring to light the concerns of a community that is often overlooked. This trend is yet another example of online social activism dealing with matters of race.



CANDIDATE 5: #NotYourMascot

	Poor Example	Below Average Example	Average Example	Above Average Example	Excellent Example
Dynamic variation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Folkloric	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Grassroots, "bottom-up" cultural commentary	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Persistent over time	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Culturally significant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Is there anything else you would like to say about CANDIDATE 5?